

We have reason to suspect that a number of seasoned photographers look down their noses at the so-called automatic 35mm cameras. It is true that our Argus Autronic 35 relieves the snapshooters and rank amateurs of practically all the complications of color photography . . . but that same Argus Autronic will do things for the knowledgeable photographers that no amateur would ever suspect . . . so, the question is:

How would you like your next camera?



() AUTOMATIC

Autronic electric eye sets camera for perfect exposure in any picture-taking light.

Warns you not to waste the film if light's too dim.

Operates automatically with film up to ASA 200.

Has big, bright view-rangefinder (instead of a "zone-focus" arrangement).

Has the simplest, surest flash system ever built into a 35mm camera. No mental arithmetic, no guess-work, no duds.

Won't take a double exposure.

() MANUAL

Automation locks out with a twist of the lens barrel.

Has continuous range of shutter speeds from a 30th to an action-freezing 500th. Aperture settings from AV 3.5 to 9. It's the *only* automatic camera with complete manual control of aperture settings.

Has single-stroke film advance and shutter cock and rapid film rewind.

Lets you make your own settings for unusual effects, problem lighting and time exposures, just as you would with any fine, versatile camera.

TAKE YOUR CHOICE: A super-accurate, foolproof automatic camera . . . or a wonderfully flexible, magnificently crafted manual camera . . . it's Argus Autronic either way.

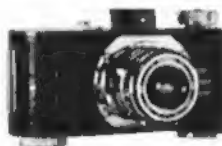
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GENERAL TELEPHONE & ELECTRONICS



Argus Cameras, Inc., Subsidiary of Sylvania Electric Products Inc.

Argus 25th Anniversary



This is our first camera, the Argus Model A, made in 1936 and now in the Smithsonian Institution, as the camera that gave 35mm photography its first great popularity in the U.S.